## Summary of Key Learning Issues
## 1997 OPB & D Brand Planning
### July 9, 1996

**Assessed Level of Priority, 1997 Planning**

| | Basic | B&H | Camb | Merit | Parl | Slims |
|---|---|---|---|---|---|---|
| **Category: Loyalty, Brand Equity Messages & Continuity** | | | | | | |
| • Value-Added Utilization of Loyalty Scoring | - | - | - | 2 | - | - |
| • Effectiveness of Single Item vs. Catalog Programs | 2 | - | - | - | 3 | - |
| • Impact of Bonus UPCs on Response | BD* | BD* | - | BD* | BD* | 4 |
| • Effectiveness of Direct (Catalog) Programs w/Retail Tie-Ins | 2 | 3 | 2 | 3 | 1 | 3 |
| **Category: Promoted Volume & Mailing Efficiency** | | | | | | |
| • Effective Implementation & Full Utilization of Response Modeling Potential | 3 | 2 | - | 2 | 3 | 2 |
| • Does Present Coupon Versioning Optimize Both Response & Promoted Volume | 4 | 5 | - | 2 | 2 | 3 |
| • "2nd or 3rd Hit" Catalog Mailings | - | 3 | - | - | - | - |
| • Effectiveness of Delivering Continuity To Competitive Smokers | BD* | 2 | 3 | 2 | 2 | 2 |
| • Effectiveness of Special "Welcome" Direct Programs | 4 | 4 | - | 2 | 4 | - |
| **Category: Name Generation & Data Recency** | | | | | | |
| • Survey Frequency/Key Attribute Information Impact on Model Accuracy | 2 | - | - | - | - | 4 |
| **Category: Offensive "Contingency" Programs** | | | | | | |
| • Effectiveness of Special Tactical Mailings (or specific cells within mailings) | 3 | 2 | - | - | BD* | 3 |

Note* BD = learning currently "Being Developed" based on testing currently being done in 1996 mailing Based on this learning, a determination can be made if the particular issue will be pertinent to the planning of 1997 programs

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